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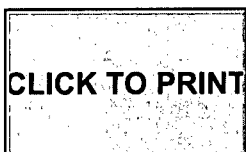
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"The American Dream: A Clean Environment and a Healthy Economy"

Remarks of

Senator Max Baucus

to the National Center for Manufacturing Sciences

May 11, 1993

It is truly a pleasure to be with you this afternoon. I say that because in looking at the attendance at your conference and the distinguished speakers on your program, you and I share an important belief. Namely, that the renewal of our environment and the rebuilding of our economy vitally depend on a strong manufacturing base.

As Americans, we always have relied upon our ingenuity and our competitive spirit. That's what led us to the front of the economic pack. And, with the help of groups like the National Center for Manufacturing Sciences, it's what will keep us there.

This afternoon, I want to share with you my perspective on some of the lessons we have learned, or rather, should have learned about closing

the circle on economic development and environmental protection. And then offer some concrete suggestions on how we can encourage that nexus.

Many of you may be acquainted with Stephan Schmidheiny. He is a very successful Swiss industrialist. He knows business and he knows manufacturing. He is also one of the most ardent and articulate proponents of sustainable development I know.

In his new book Changing Course, he writes that "clean, equitable, economic growth remains the biggest single difficulty within the larger challenge of sustainable development." Achieving sustainable development in a world economy is the fundamental challenge facing us. But, as with all challenges, it represents a powerful opportunity for business -- opportunities that can bring manufacturing and the environment together. And opportunities to become world leaders in both -- if we start now. That opportunity is environmental technology.

Charting a New Course

This conference is about rebuilding the American Dream of a strong economy and a healthy environment. Our early environmental statutes set some ambitious goals and, to achieve them, they clamped down on businesses that pollute. It was a logical approach. Our environment is cleaner today because of it.

They also saddled business with some pretty inflexible regulations, though. Now, if a company is to grow, to provide jobs, income and economic prosperity, it must continually seek innovation -- yet inflexible regulations have often sapped that lifeblood from American business.

There is no company in the world that is in the business of making pollution. As far as I know there's not much of a market for it. Business is about making a profit -- producing and selling goods or services so that the company and its workers can prosper. Pollution is incidental. In fact, it's waste, a by-product of what is really being made.

So a smart company is going to look for ways to stop waste. To prevent pollution. To save the cost of cleaning it up afterwards. This is

where environmental technology brings business and the environment together. It applies business thinking to environmental concerns. It means developing new products that can clean up pollution and operate more efficiently. And it means factoring the environment into the very design of products and processes.

The Business of Enviro-tech

The incentive for businesses of every kind to branch into environmental technology is the same that any other market offers -- profit. The estimated worldwide market for environmental technology is now \$200 billion per year and growing fast. By the end of this decade the market should reach \$300 billion. America's market is the largest. We produce and use more environmental technology than any other country in the world.

The environmental technology industry already employs as many workers as General Motors. And it produces an annual trade surplus of \$4 billion. We could use a few more industries like this one! But like so many other markets we once dominated, there are already signs of trouble. The Germans have the largest trade surplus in environmental technology - \$10 billion last year alone. The Japanese have already formed large government & industry partnerships to build new environmental technology. And our imports of environmental technology from these countries are soaring.

We simply cannot afford to give away another important manufacturing sector. American business can do the job, but to compete, you need the same kind of help other nations give their environmental industries.

When it comes to the environment, business and government too often have been on opposite sides of the fence. Government adds new laws and regulations, businesses oppose them, and only the lawyers get richer. In my view, environmental technology represents a golden opportunity to help end the "religious war" that has separated us for so long on the environment.

New Legislation

That is why this week I will introduce a bill with Senators Joe Lieberman and Barbara Mikulski to promote the development and use of environmental technology. It will do four simple, but long overdue, things:

- ▶ First, it will require the government to get its act together. To develop a national strategy on environmental technology and then review the various budgets in light of that.

One of our biggest problems is that we don't have a coordinated national strategy. Despite the federal government's investment of some \$4 billion per year, no one has looked at the big picture and asked "What is worth our investment?" "What isn't?"

Before we consider spending more on environmental technology, we need to be sure we are getting the most from what we already spend. This strategy will also help guide the conversion of defense resources to civilian uses.

- ▶ Second, our bill will help stimulate development of cleanup technologies. It is modeled on the successful Small Business Innovative Research program. It will set aside a small portion of the money the government spends cleaning up contaminated sites for use in developing new methods to clean up these sites faster and cheaper.
- ▶ Third, the bill establishes an institute at the EPA to help develop cutting-edge technology that may not otherwise get off the ground. Modelled after defense technology programs, this institute would use a revolving fund to work in partnership with private companies developing the most promising innovations in environmental technologies.
- ▶ Finally, the bill has several provisions to help spur demand for environmental technologies. Such as a program to counteract the technology stifling effects of current regulations, thereby helping

environmental technologies penetrate new markets. An outreach program to help small business find environmental technology that suits their needs. And information on exports that will help U.S. companies target opportunities around the world.

Conclusion

This session is about the impact of legislation, but, as a legislator, I know that new legislation alone is not enough. Without the commitment of you, and people like you in the front line of manufacturing, we have little hope for success.

Together, we can put to rest the notion of an environment and an economy working at cross purposes. We can find a new track. A track that will bring us closer to the goal of sustainable development.

More than three decades ago, President John F. Kennedy spoke of the challenges facing the nation and the world. He said:

"It is our task, in our time, and in our generation, to hand down undiminished to those who come after us, as was handed down to us by those who went before, the natural wealth and beauty that is ours."

You represent some of the best thinkers in the world's manufacturing sectors. In the coming months I hope that we can work together to harness our environment and our economy to the task to which President Kennedy so eloquently called us.